

AGN. NO. _____

MOTION BY SUPERVISOR DON KNABE

January 15, 2013

Since the passage of the Affordable Care Act (ACA), Los Angeles County has been working intensively to prepare for the profound impact it will have on our healthcare system. This has involved extensive planning and implementation on many fronts, but one more essential front is needed - a fully-developed marketing plan.

Once ACA is fully operational just twelve months from now, it is expected to make healthcare coverage available to up to half of the County's roughly 1.8 million uninsured people. For those remaining uninsured, there is no indication that the County's statutory duty as the healthcare provider of last resort will change. To fulfill this mission, the County employs thousands of people and obtains professional staff through partnerships with two of the nation's most prominent medical and allied health professional schools, USC and UCLA, which in turn depend upon the County's hospitals as teaching facilities.

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Everyone involved in our healthcare system has a substantial interest in strengthening our ability to articulate to consumers why the County would be an excellent healthcare home, because our current system will not be sustainable unless enough of the uninsured who become covered through ACA voluntarily choose to stay in or sign up for the County system of care. This means that the County will either have to successfully compete for many of its customers or dramatically scale back operations.

I believe we can compete. There are many good things we can say about the healthcare system we have to offer, such as our world-class programs of rehabilitation care at Rancho Los Amigos Medical Center, burn and trauma care at LAC+USC Medical Center, specialty referrals by e-mail and affiliation with outstanding community-based primary care providers.

But to make the message effective in the new competitive world of ACA, we need a strategy that embraces the best marketing approaches and utilizes the best technologies to effectively showcase and communicate the advantages our healthcare system offers, to the segments of the public we most need to reach and convince.

I THEREFORE MOVE that the Chief Executive Officer, in consultation with the management of Health Services, Public Social Services, the Community Clinic Association of Los Angeles County, our County labor unions, USC and UCLA and all other appropriate entities, report back in 45 days with a comprehensive, multi-lingual, multi-cultural plan for marketing the County's public-private healthcare system to each of the specific populations targeted for voluntary enrollment.

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